PRODUCT PROMOTION PLAN

5th Sales Cycle

Sept. 2-Oct. 25, 1974

TO: FIELD SALES FORCE

FROM: J. J. Gillis

The first six months of this year have produced impressive sales gains on all our major brands.

During the fifth cycle, we will feature Marlboro, Benson & Hedges, Virginia Slims and Benson & Hedges Multifilter.

With these products and the support being provided, we can continue to establish our growth objectives.

To accomplish this, we must place particular emphasis on maintaining adequate inventories at every level of trade. We must also use every means to improve our display impact at the point of sale.

We are confident that with your dedication, important achievements in these areas can be made.

Jack Gillis

JJG:gc

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